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### 08/20/1985 - Wendy's Primary Sponsor for Football/Basketball Radio Network

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# ***Panther Sports News***

August 30, 1985

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## FOR IMMEDIATE RELEASE

CHARLESTON, IL--Wendy's will be the new primary sponsor for Eastern Illinois University's football/basketball radio network.

"Eastern's reputation as a quality academic institution with a fine athletic program is well known in our market area, and we are proud to be associated with the University this season," said Linda Lauver, marketing manager for Wendy's.

"We have signed a one year agreement with them to become the predominant sponsor. The Eastern-Wendy's Radio Network will carry football and men's basketball games, plus this season we'll also broadcast three women's games," said EIU Athletic Director R. C. Johnson.

"Eastern and WLBH radio are pleased to have Wendy's on board and look forward to the first broadcast at Northeast Missouri on September 7."

As in the past two years, WLBH-FM will carry the games with Ken Wooddell providing play-by-play and Doug Bock providing commentary. Air time for the opener at Northeast Missouri is 7:15, 97 on the dial.